

## BURKE TELLS MEN WHAT WOMEN LIKE IN THEM

By Billie Burke.

**The First Word**—Almost every woman prefers to be treated as an equal and respected to being placed upon a pedestal and worshipped.

I think every woman who goes out into the world to earn her living, whether as an artist or a business woman, wishes at times

to be in a position other than the beauty.

This condition obtains often in my profession, and, although I consider beauty a kind of fifth wheel to the coach of an actress, yet the pretty actress is apt to arrive sooner than the brainy one who has no physical attractions. No actress can keep up to the mark of success without brains.

A very famous man has said: "Compliment a brainy woman upon her beauty and a beauty upon her brains." I am quite sure that most pretty women get very tired of being told of their attractions.

If you sincerely think a woman looks well tell her so, but do not tell her that she is attractive, or fascinating, or beautiful just because you think she would like to hear it. The thing most women like best in a man is sincerity, and I sometimes think that sincerity is the thing men like least in a woman. Women like frankness in the other sex when it cuts deep into their self-conceit. They long so intensely to be treated as equals that they are perfectly willing to take the frank buffets of speech that one man gives to another without rancor. Personally a compliment upon my work, upon my taste in dress or the decoration of my home means much more to me than a eulogy of my pleading physical attractions. Although I work hard and think much of my personal appearance, as it is one of the tools which I use in my art, yet I am better



Miss Billie Burke.

that men would be more chary of their compliments and more ready to respect her opinions. It is a sad commentary upon the masculine sex today that a good-looking woman can obtain favors in the business world for which her ugly sister can never hope, notwithstanding the homely girl may be better fitted for the cov-